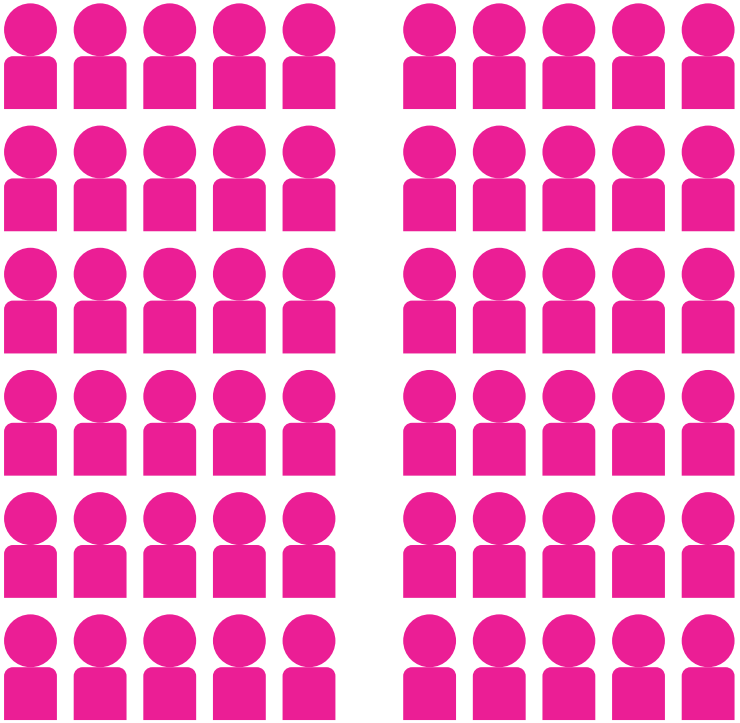
Ms Jesslyn
Digital HR Assistant

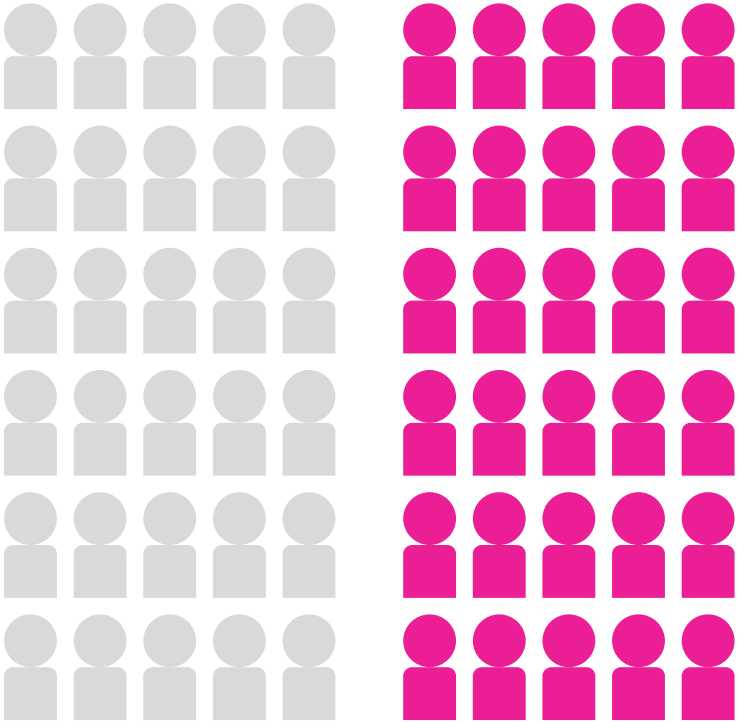
Cabin Crew Digital Recruitment

TEAM NOT BAD SIA

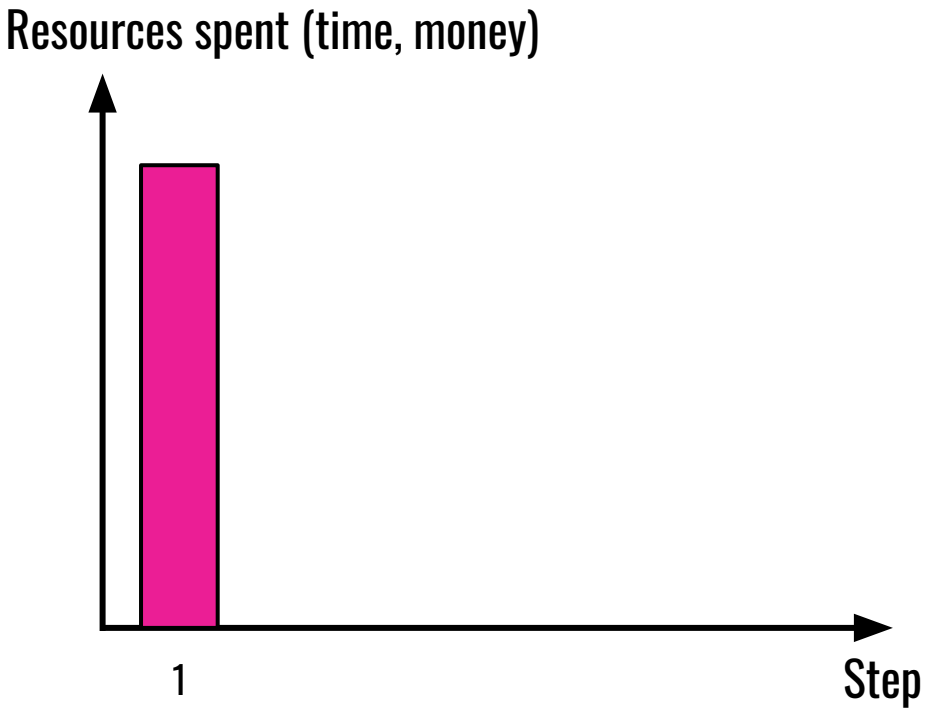
Recruitment Event



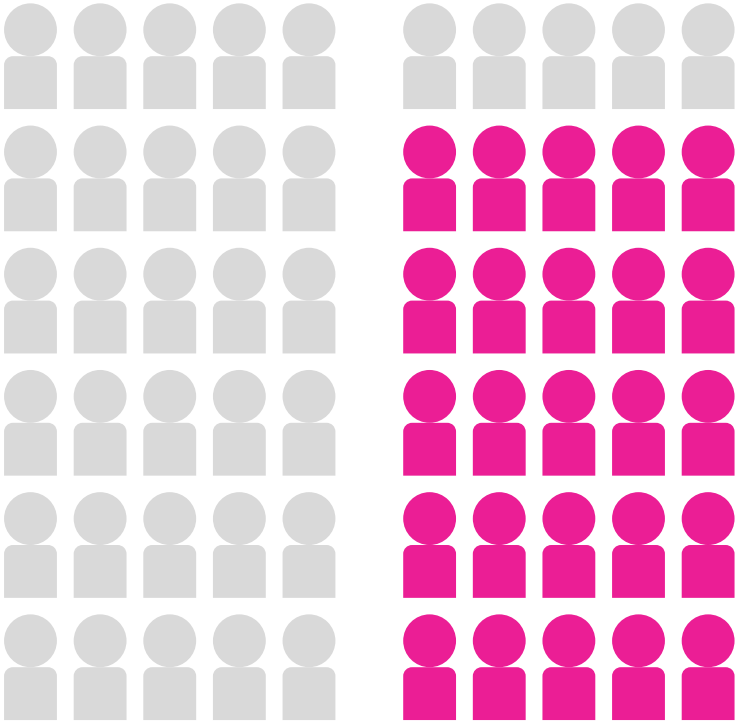
Recruitment Event



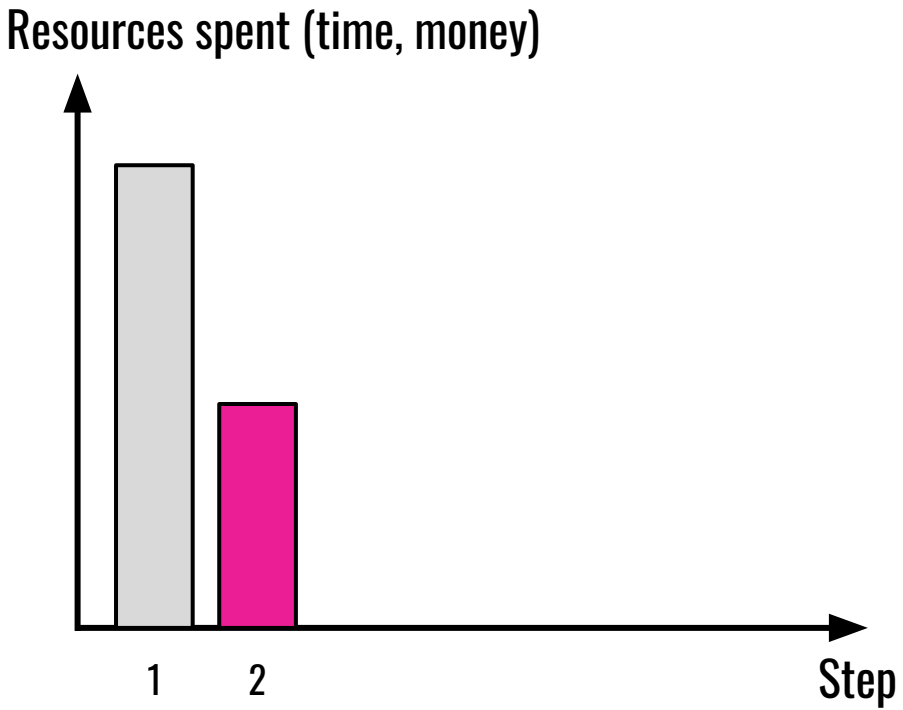
Round 1: Group Interview



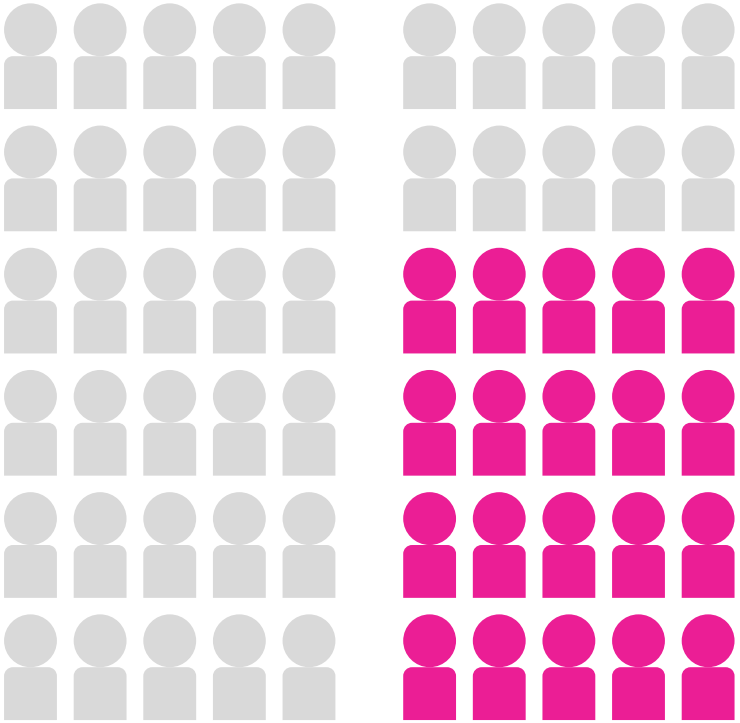
Recruitment Event



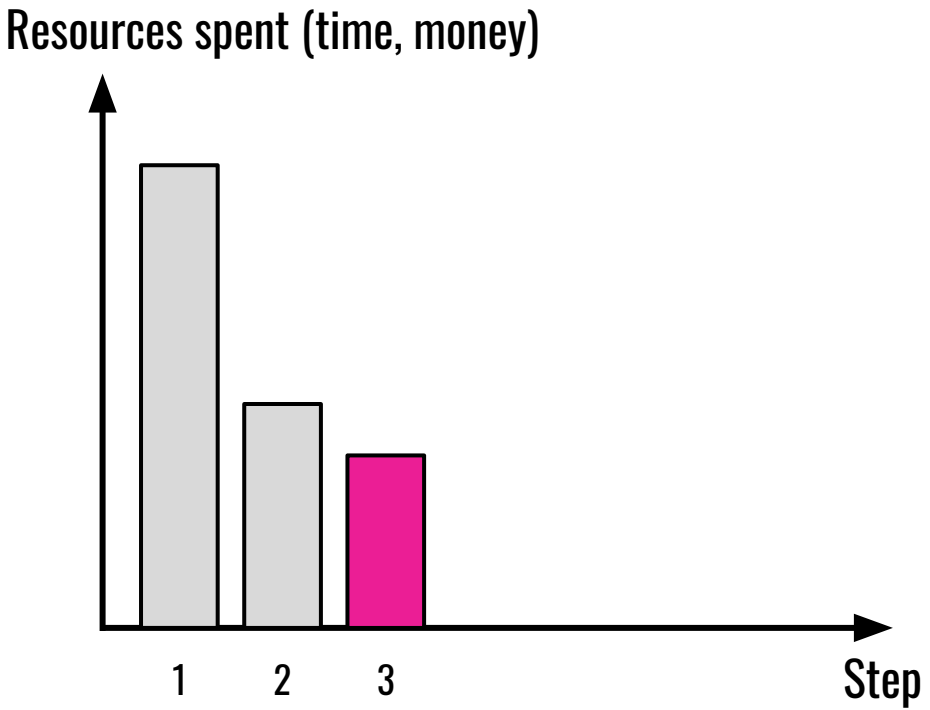
Round 2: Skin & Weight Check



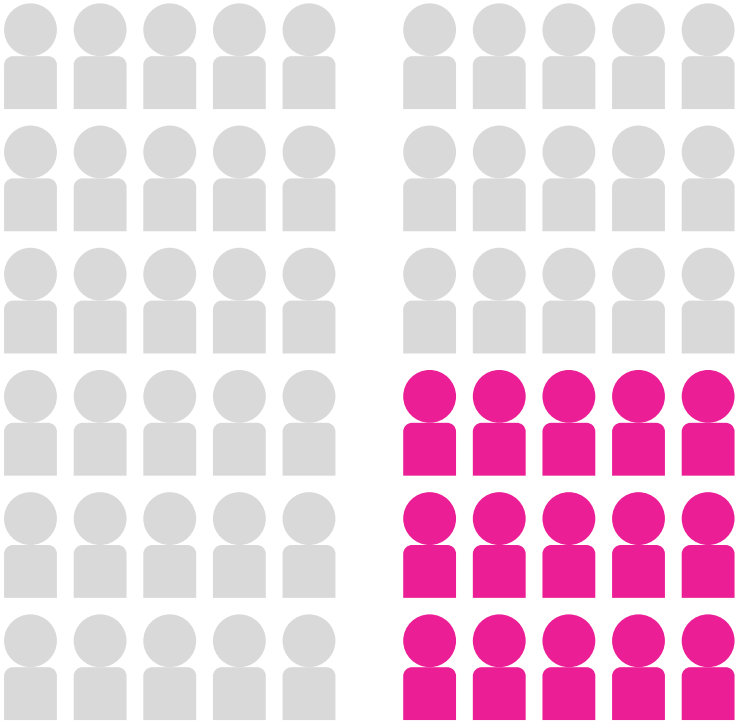
Recruitment Event



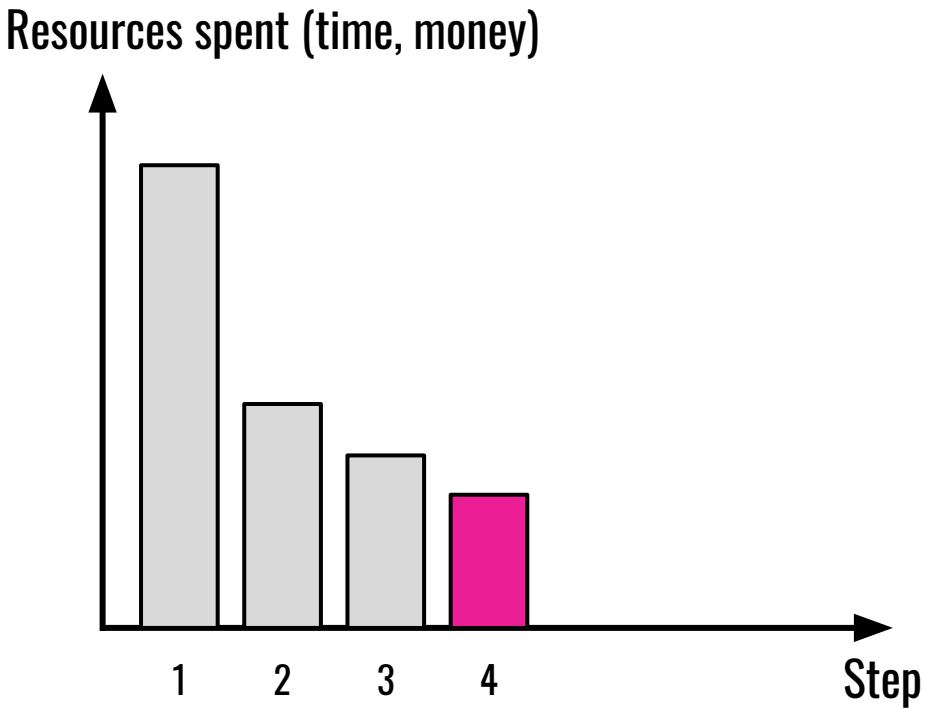
Round 3: Individual Interview



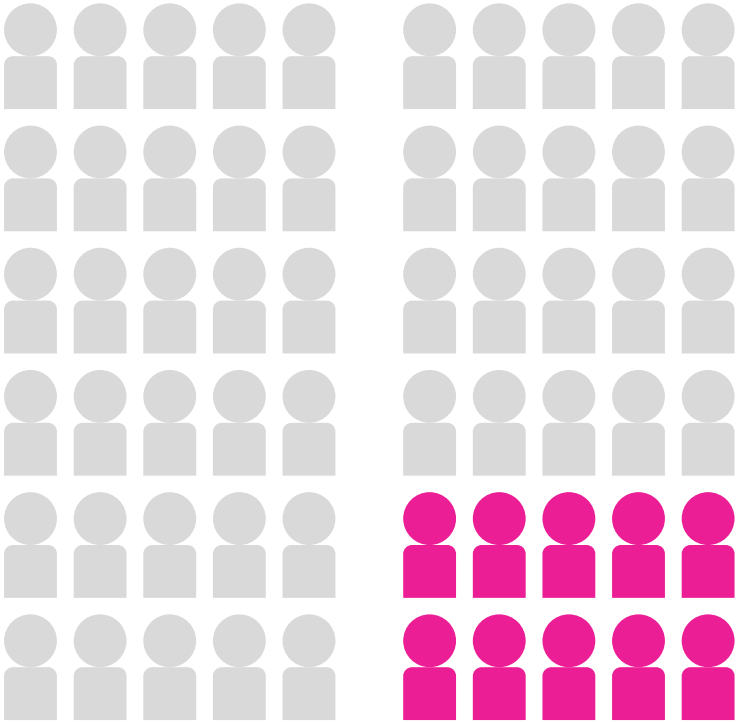
Recruitment Event



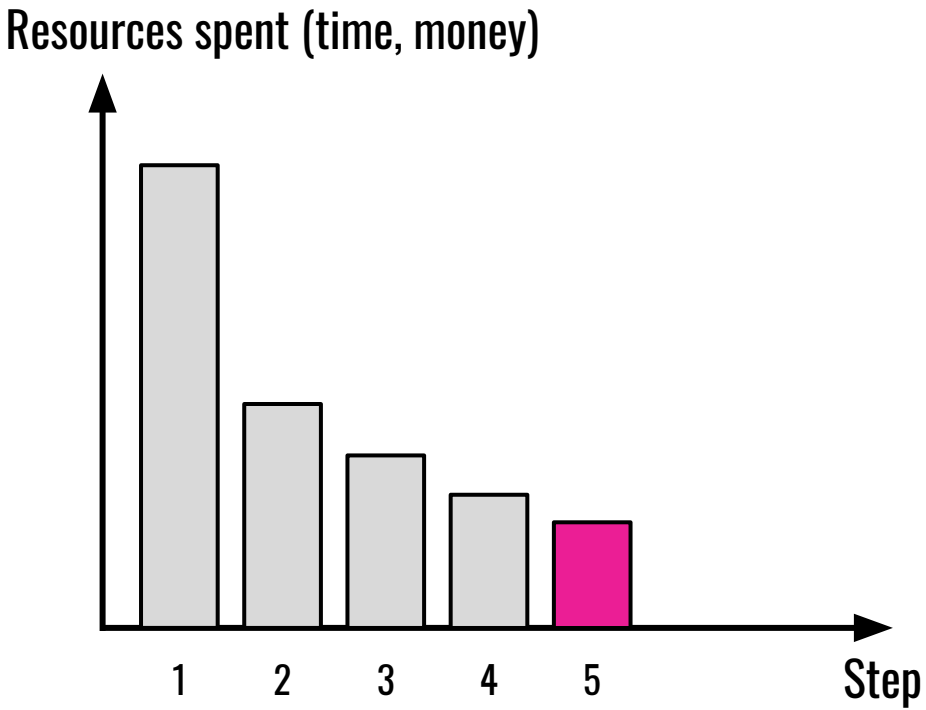
Round 4: Management Interview



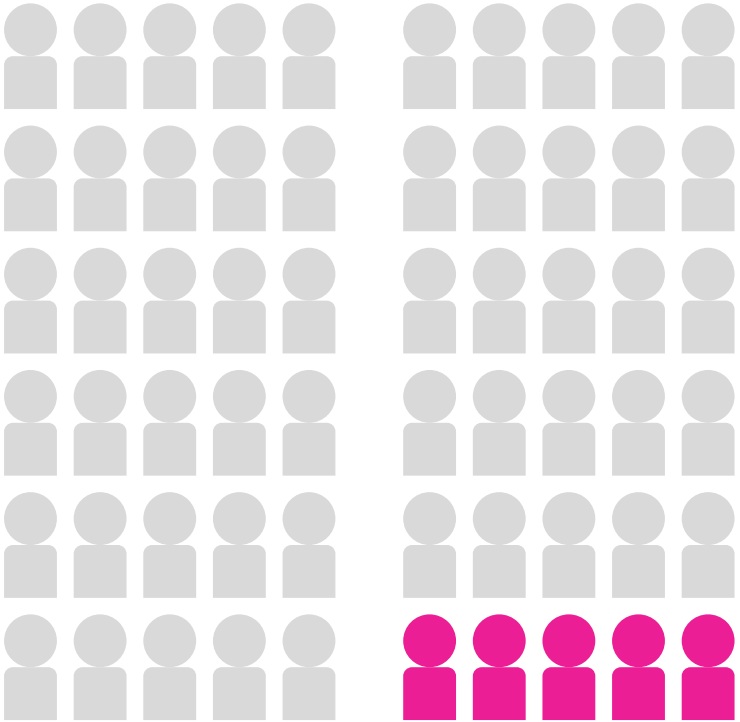
Recruitment Event



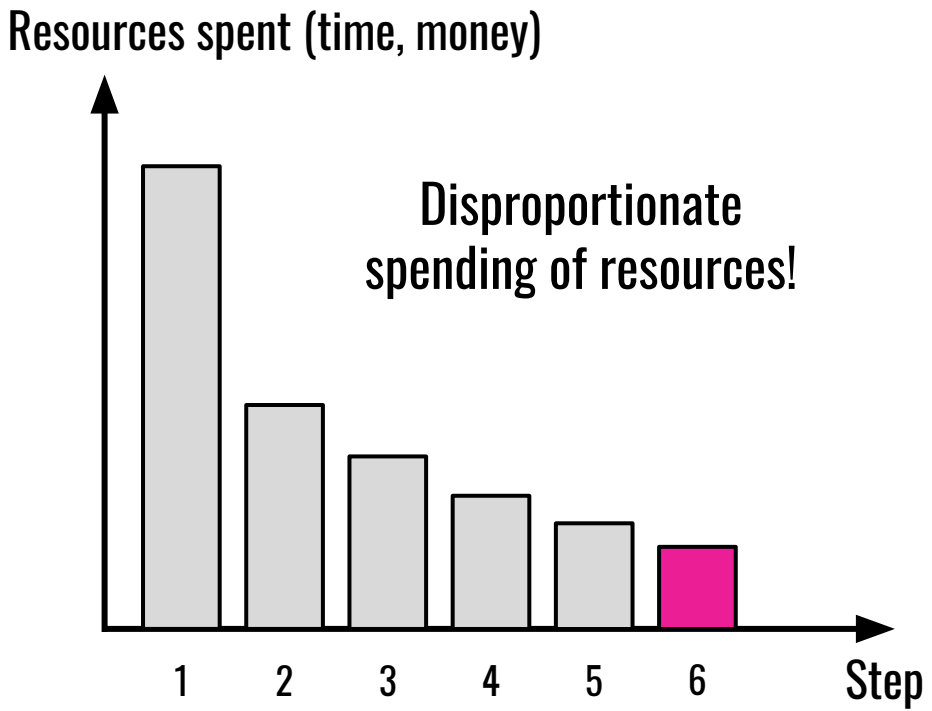
Round 5: Kebaya Check



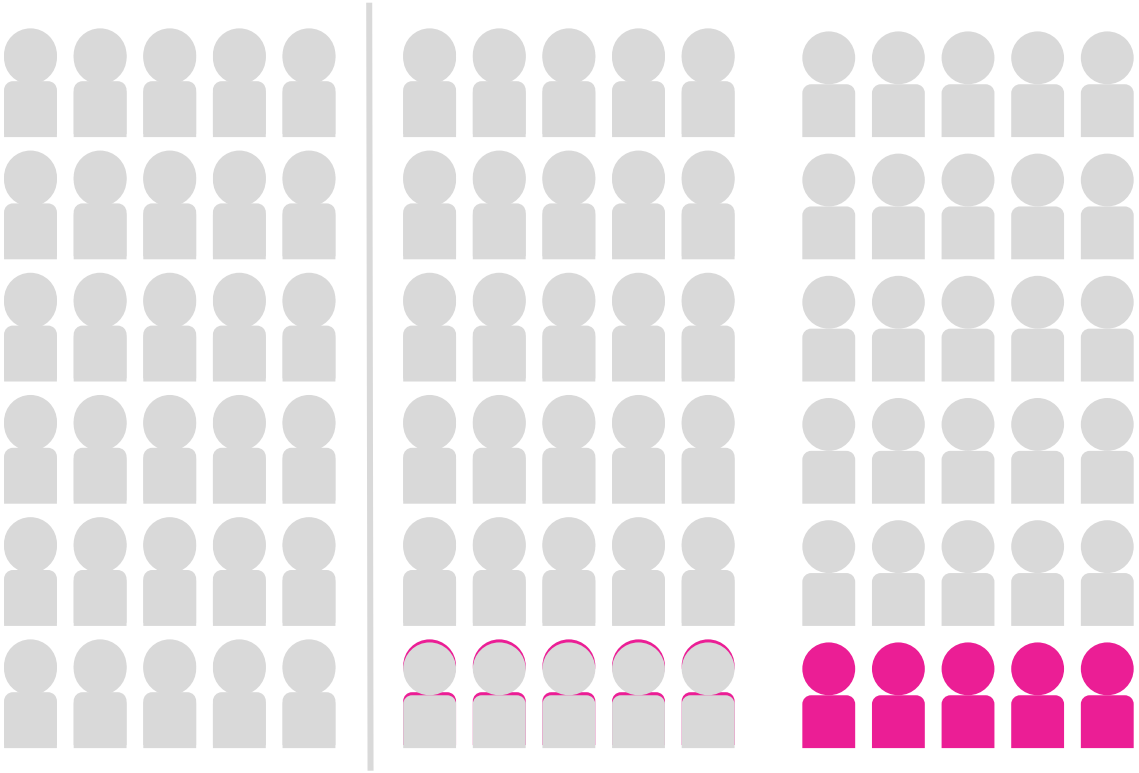
Recruitment Event



Round 6: Health Checkup

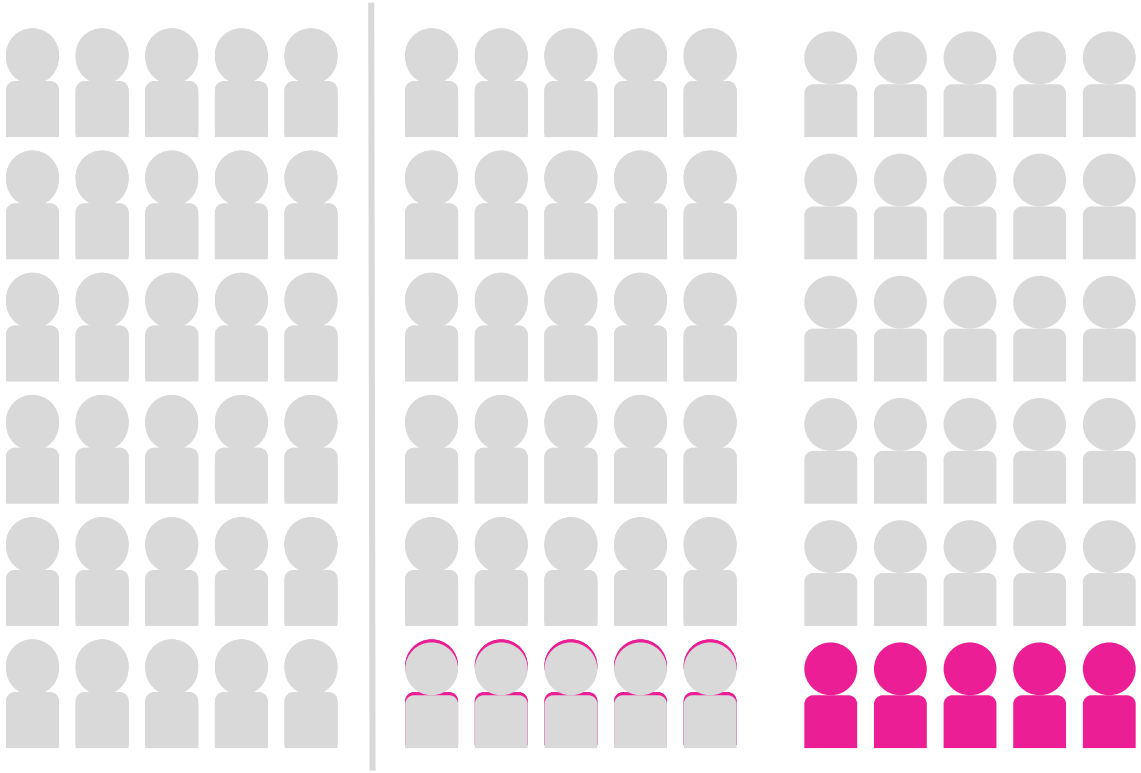


THE PROBLEM



Yield: 8%

THE PROBLEM



Too much effort,

too little yield.

Here’s what you get:

A super-intelligent interview assistant to make your next hire a success.

Meet Ms Jesslyn

Digital HR Assistant

OUR SOLUTION

Virtual Interview

Allow candidates to interview with **Skype** anytime, anywhere to increase number of applications.

Smart Assistant

Use **Artificial Intelligence** to shortlist top candidates from talent pool for further screening.

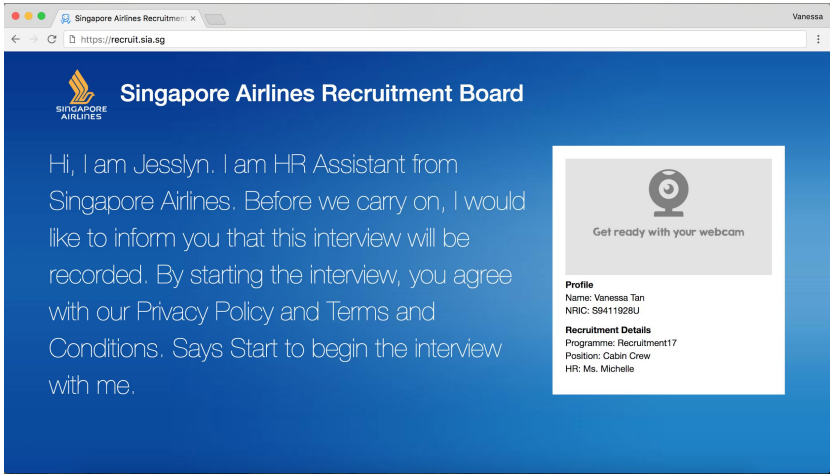
Lesser Effort, Greater Yield

Maximise your resources by evaluating only high-potential candidates.

Recruitment Flow

1

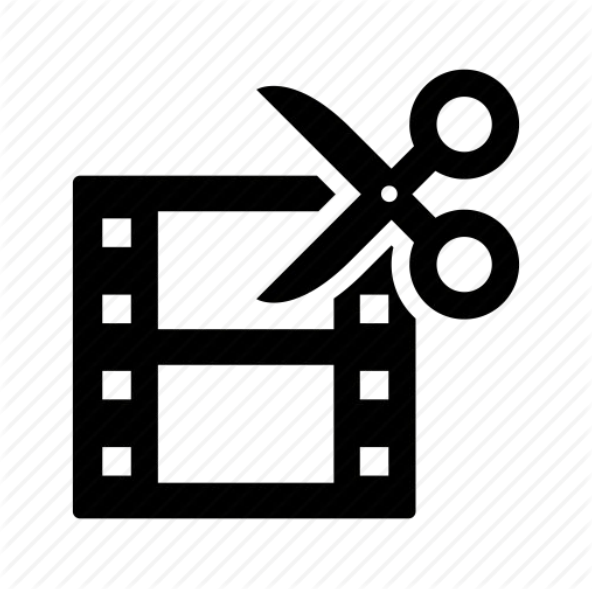
Candidates engage Ms Jesslyn to initiate the interview and the process is recorded



Reinvent Recruitment Flow

2

Jesslyn cut recorded interview into multiple parts for video analysis

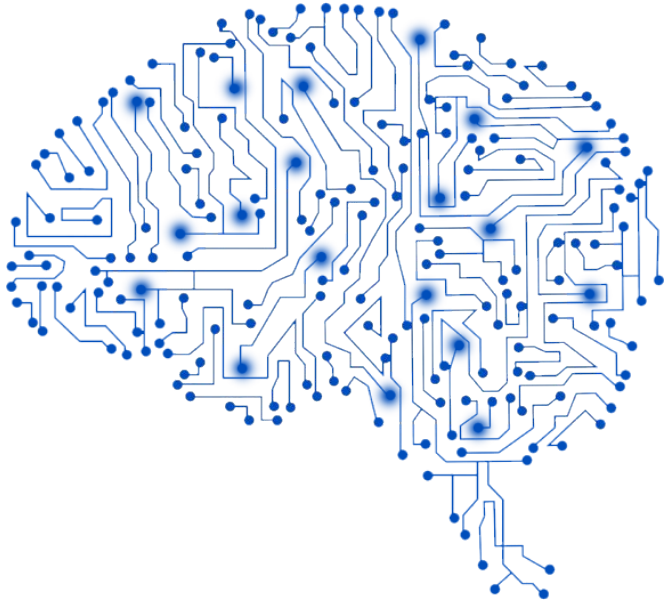


Recruitment Flow

3

Analyse candidate performance with AI technology

- Tone
- Proficiency
- Messages



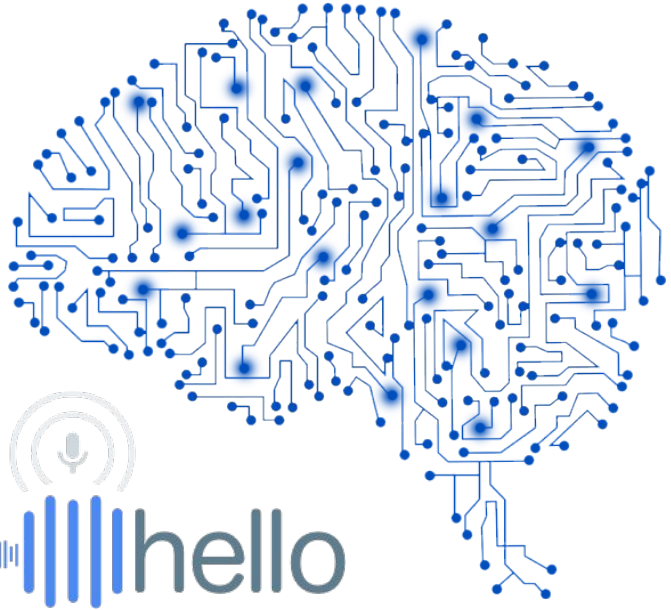
- Sentiment
- Emotion
- Sincerity

Recruitment Flow

3

Analyse candidate performance with AI technology

IBM Watson



Microsoft Cognitive Services

Google Cloud Platform

hello

Recruitment Flow

4

Pick the best candidates from the talent pool that meet the requirements

Kimberley Lee Xiao Xin

★★★★★

Language proficiency

Positivity

Work experience

Interview performance

Score

9.7

51th/2784

Recruitment Flow

4

Pick the best candidates from the talent pool that meet the requirements

WHAT THIS MEANS FOR SIA

- Saves HR Executives and top management a great deal of **time**

Number of interviewees every year: 3000

Total time spent in interviewing one person: 30 minutes

Time saved: 1500 employee hours!

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All recruitment processes
- Pilots
- Engineers
- Ground Professionals

WHAT THIS MEANS FOR SIA

- Collation of useful suggestions and feedback through interview recordings
- Scalability and Convenience
- Efficient and high tech process provides a better experience for interviewees

FUTURE ENHANCEMENTS

- Add a human touch and conversational feel to the interview process using NLP

- Real time analysis of interviewee’s answers

Thank you!